

(b) a channel on which to transmit said unit of mass medium programming to a remote station;

selecting [some executable computer program code] information to be associated

with said unit of mass medium programming based on said schedule[;], said selected

information including at least one of video, audio, and software;

detecting the presence of a control signal at said transmitter station and passing

7 said control signal to said computer, said control signal designating at least one of said

8 unit mass medium programming [or] and said selected [executable program code;]

9 information to be associated with said unit of mass medium programming;

<sup>10</sup> See, e.g., *W. H. H. Clayton, The Constitutional Law of the United States* (1922).

10 controlling [said transmitter station] a selective transmission means to  
11 communicate [to a signal generator some video or audio of said specified unit of mass  
12 medium programming in response to said control signal or under control of said  
13 selected executable computer program code; and] said selected information to be  
14 associated with said unit of mass medium programming to one of (1) a selected signal

16 [causing said signal generator to embed said communicated video or audio into a  
17 broadcast or cablecast transmission that contains said specified unit of mass medium  
18 programming, thereby to transmit said unit of mass medium programming and said  
19 embedded video or audio and cause said remote station receive or present to a  
20 subscriber said specified unit of mass medium programming and said embedded video  
21 or audio.]

1 ~~generating at least some of a signal containing said unit of mass medium~~  
2 ~~programming and said information to be associated with said unit of mass medium~~  
3 ~~programming; and~~  
4 ~~transmitting said signal to a remote receiver station, said signal containing said~~  
5 ~~unit of mass medium programming and said information to be associated with said unit~~  
6 ~~of mass medium programming.~~

7 Please add the following claim(s):

8  
9 Subj 4. The method of claim 2, wherein said signal is a multichannel broadcast or  
10 cablecast transmission, said method further comprising the step of controlling a device  
11 to embed add said generated at least some of a signal in a specific portion of said  
12 multichannel broadcast or cablecast transmission.

12 5. The method of claim 2, wherein said unit of mass medium programming  
13 is a television or radio program or program segment, said method further comprising  
14 the step of communicating said unit of mass medium programming to a transmitter in  
15 accordance with said schedule.

16 6. The method of claim 2, wherein said unit of mass medium programming  
17 includes video, audio, or a graphic, said method further comprising the steps of:  
18 receiving from a subscriber a response to a presentation containing said video,  
19 audio, or graphic; and  
20 communicating a second unit of mass medium programming to a transmitter  
21 based on said received response.

1           7. The method of claim 2, wherein said information to be associated with  
2    said unit of mass medium programming is software, said method further comprising  
3    the step of selecting at least one of a code module and a data module which is effective  
4    to control said remote receiver station or serve as a source of receiver specific datum to  
5    supplement said unit of mass medium programming.

6           8. The method of claim 2, further comprising the step of programming said  
7    receiver station to select and control the communication of one or more mass medium  
8    programming materials based on a schedule.

9           9. The method of claim 2, wherein said selective transmission means is one  
10   of a switch and a processor, said method further comprising the step of programming  
11   said receiver station to control said selective transmission means.

12          10. The method of claim 2, wherein said selective transmission means is one  
13   of a storage device, said method further comprising the steps of receiving and storing  
14   said information to be associated with said unit of mass medium programming.

15          11. A method of controlling a transmitter station, comprising the steps of:  
16           (1) receiving an information transmission to be transmitted;  
17           (2) receiving a schedule that designates a unit of mass medium programming  
18    and includes one or more of the group of a time to transmit said unit of mass medium  
19    programming to a remote station and a channel on which to transmit said unit of mass  
20    medium programming to said remote station, which is effective to:

7 (b) effect a receiver station to select information to be associated with  
8 said unit of mass medium programming based on said schedule, said selected  
9 information including at least one of video, audio, and software, to generate at least  
10 some of a signal containing said unit of mass medium programming and said  
11 information to be associated with said unit of mass medium programming, and to  
12 transmit said at least some of a signal;

13 (3) receiving a transmitter control signal which operates at said transmitter  
14 station to communicate said computer schedule to a transmitter; and

15 (4) transmitting said information transmission, said schedule and said  
16 transmitter control signal.

17 12. A transmitter station, comprising:

18 computer means for receiving a schedule that designates a unit of mass medium  
19 programming and includes one or more of the group consisting of a time to transmit  
20 said unit of mass medium programming to a remote station and a channel on which to  
21 transmit said unit of mass medium programming to said remote station, and selects  
22 information to be associated with said unit of mass medium programming based on